

spry living  
MEDIA KIT  
2022





# spry living

## READER PROFILE

### 2022



**SPRY LIVING** celebrates what it means to live a healthy life, a life full of vitality, energy and confidence. Every month, *Spry Living* delivers the inspiration, advice and know-how readers need to make healthy living a reality.

TARGET



MATURE  
GENXERS

SWEET SPOT



WOMEN 40+

TOTAL AUDIENCE **29 MILLION**



**77%**



**23%**



**68%**  
OWN A HOME



**63%**  
ATTENDED COLLEGE



**53%**  
EMPLOYED

JANUARY



### LIVING WELL GUIDE

SPACE CLOSE: 12/7/21  
MATERIAL CLOSE: 12/13/21

FEBRUARY



### HEART HEALTH MADE EASY

SPACE CLOSE: 1/11/22  
MATERIAL CLOSE: 1/17/22

MARCH



### BEST FOODS FOR A BETTER YOU

SPACE CLOSE: 2/8/22  
MATERIAL CLOSE: 2/14/22

APRIL



### BEAT SPRING ALLERGIES

SPACE CLOSE: 3/8/22  
MATERIAL CLOSE: 3/14/22

MAY



### THE SECRET TO LONGEVITY

SPACE CLOSE: 4/5/22  
MATERIAL CLOSE: 4/11/22

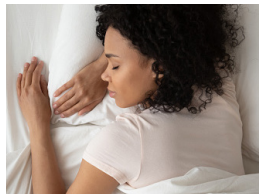
JUNE



### YOUR ALZHEIMER'S PREVENTION PLAN

SPACE CLOSE: 5/10/22  
MATERIAL CLOSE: 5/16/22

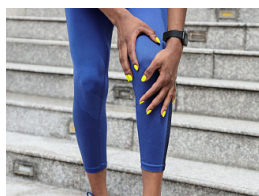
JULY



### FEEL STRONG INSIDE & OUT

SPACE CLOSE: 6/7/22  
MATERIAL CLOSE: 6/13/22

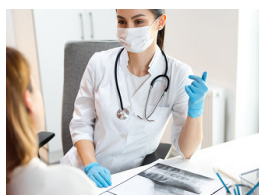
AUGUST



### GOODBYE ACES & PAINS

SPACE CLOSE: 7/12/22  
MATERIAL CLOSE: 7/18/22

SEPTEMBER



### BEST HABITS FOR AGING WELL

SPACE CLOSE: 8/9/22  
MATERIAL CLOSE: 8/15/22

OCTOBER



### FLU SEASON FORECAST

SPACE CLOSE: 9/6/22  
MATERIAL CLOSE: 9/12/22

NOVEMBER



### HEALTHY HOLIDAY SURVIVAL GUIDE

SPACE CLOSE: 10/11/22  
MATERIAL CLOSE: 10/17/22

DECEMBER



### YOUR 2023 HEALTH PLAN

SPACE CLOSE: 11/8/22  
MATERIAL CLOSE: 11/14/22

## REGULAR FEATURES

**COVER STORY:** Top celebrities over 40 reveal their healthy living secrets and celebrate the wisdom that comes with age

**LIVE BETTER NOW:** A round up of the latest and greatest wellness-related news, books, stats and healthy living hacks

**SMART MOVES:** Fitness trends, techniques and strategies to keep you younger, stronger and ready for anything

**KITCHEN PRESCRIPTION:** On-trend healthy recipes and meal ideas, plus the latest need-to-know nutrition facts

**SMART CART:** Our picks for the best new healthy food products at the supermarket

**LOOKING SPRY:** Skincare and beauty tips and tricks for women over 40

**ALL THE ANSWERS:** Cleveland Clinic experts answer pressing health questions on chronic conditions, health fads and more

## MAKE EVERY DAY POP!

## PARADE.COM/HEALTH

Parade.com on what's trending at the intersection of pop culture and lifestyle, while offering our curious, active and inspired audience empowering solutions that help make every day POP!

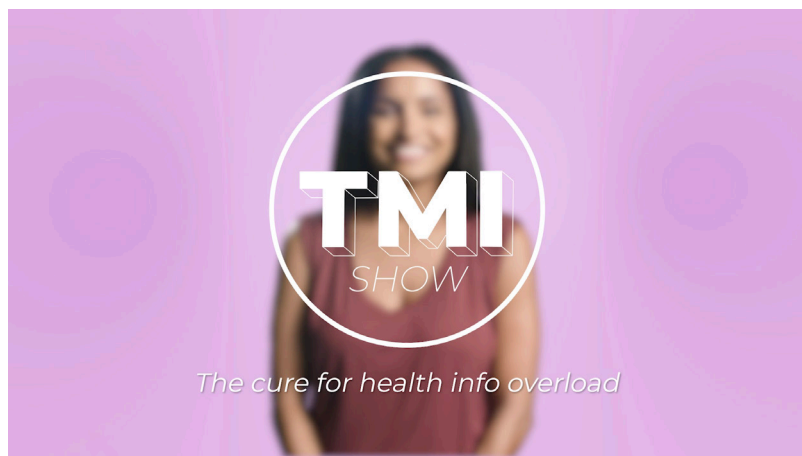
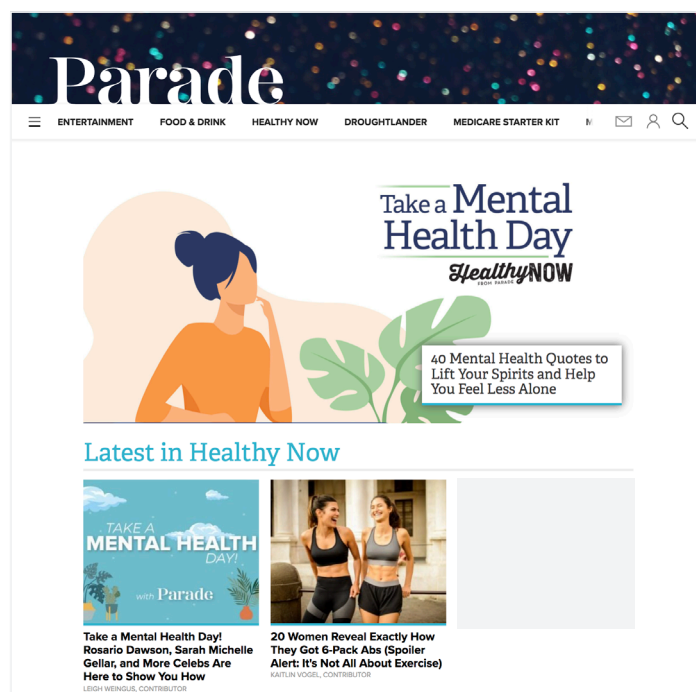
Parade delivers a timely, solutions-driven approach to health by touching on the latest diet and fitness trends, general wellness and mental health news, and libraries of content around specific conditions/ailments, with the help of Cleveland Clinic.

## VIDEO SERIES:

TMI SHOW, ANNUAL TAKE A MENTAL HEALTH DAY SPECIAL

## CONTENT:

- Condition Specific Starter Kits
- Caregiver Tool Kits & Guides
- Take it From a Patient
- Healthy Now: Parade + Cleveland Clinic National Survey Coverage



## TMI SHOW

This series shares medical explanations of awkward/personal/complicated health questions sourced from experts and translates them using animation, video clips, humor, etc. in a relatable way.



# spry living

## RATE CARD

### 2022



EFFECTIVE: **JANUARY 2022**

CIRCULATION: **9 MILLION**

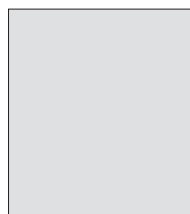
| UNIT         | 4C        | B/W       |
|--------------|-----------|-----------|
| FULL PAGE    | \$435,500 | \$370,150 |
| M PAGE       | \$359,300 | \$305,400 |
| 1/2 PAGE     | \$261,300 | \$222,100 |
| 2/5 PAGE     | \$228,300 | \$194,000 |
| 3/10 PAGE*   | \$171,500 | \$145,800 |
| 1/4 PAGE*    | \$142,600 | \$121,200 |
| COVER 2 OR 3 | \$479,100 | ---       |
| BACK COVER   | \$522,700 | ---       |

National rate card #11 (Gross), effective January 2022. Rates subject to change with any publicly announced changes in circulation.

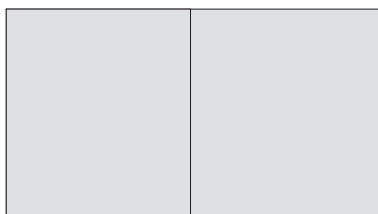
\*Units must run opposite FP or M page on the same spread.

SPRY LIVING is a press delivered, non-bleed magazine.

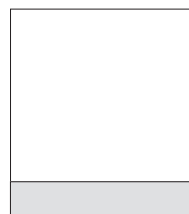
Trim size is 8.250 x 9.375 inches. The full "live area" is 8.000 x 9.125 inches. There is a .125-inch non-print area outside of the live area.



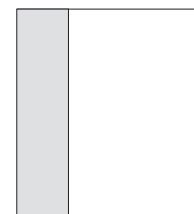
**FULL PAGE:**  
8.000 x 9.125



**FULL SPREAD:**  
16.250 x 9.125



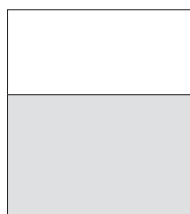
**1/5 STRIP HORIZONTAL:**  
8.000 x 1.625



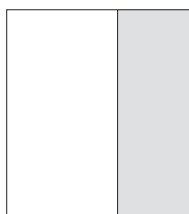
**\*3/10 VERTICAL:**  
2.250 x 9.125



**3/5 VERTICAL:**  
4.812 x 9.125



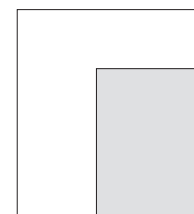
**3/5 HORIZONTAL:**  
8.000 x 5.437



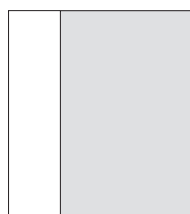
**2/5 VERTICAL:**  
3.187 x 9.125



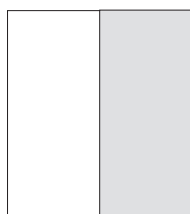
**2/5 HORIZONTAL:**  
8.000 x 3.687



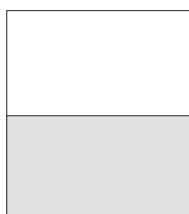
**DIGEST:**  
4.562 x 6.562



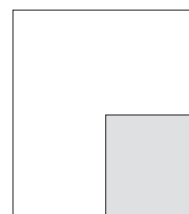
**MAGAZINE:**  
5.750 x 9.125



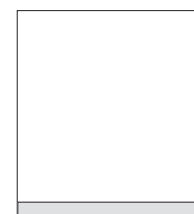
**1/2 VERTICAL:**  
4.000 x 9.125



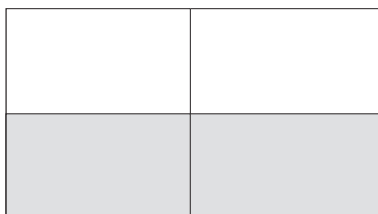
**1/2 HORIZONTAL:**  
8.000 x 4.562



**\*1/4:**  
4.000 x 4.562



**FRONT COVER STRIP:**  
8.000 x .812



**1/2 HORIZONTAL SPREAD:**  
16.250 x 4.562

**POP-UP UNIT**



**POP-UP FRONT/  
BACK COVER:**  
8.000 x 9.125



**POP-UP CENTER SPREAD:**  
16.250 x 9.125

## PRINTING PROCESS:

SPRY LIVING is printed using the rotogravure process.

## FILE SPECIFICATION

- PDF-x1a only
- No native applications accepted. We do not accept Post Script files, DCS or RGB images or True Type Fonts.

### Additional Specifications:

- Colors: CMYK (no pantone or spot color), black type should be 100K overprint (no 4/c or knockout)
- Platform: Mac or PC Proofing: 1 GAA/SWOP color accurate certified proof
- All digital files must conform to SWOP standards.
- All files must be clearly identified with corresponding proof to exact size, incorporating all final versions of color and type.
- Indicate publication name, issue date and advertiser name on file and proof. Digital files must be correct size with no extra image.
- All type must meet GAA/SWOP specifications for size & thickness.
- All reverse type must incorporate spreading in undercolors where applicable. Minimum recommended 8pt reverse type, no fine serifs.
- Maximum density is 320%
- Minimum ink density each printing color recommended: 5%
- Minimum line rule thickness required: .5pt overprinting, non-screened
- Minimum image resolution: 300 dpi

**Proof Requirements:** Advertiser understands that if a SWOP-certified color proof with color bars is not supplied, or if a color laser proof is supplied, then Parade Media cannot guarantee a color match to the supplied proof and we will print to the supplied file.

- Supply one (1) contract composite SWOP-certified proof for color.
- Proofs must be made from the supplied file.
- Proofs must be 100% of size.
- Proofs must be SWOP-certified.
- Color bars are required on all proofs.
- Proofs must indicate the proofing product or system used, prepress supplier contacts and information showing conformance to the Manufacturer's Application data.
- Ad should be proofed on Publication Grade Stock.
- For an up-to-date list of SWOP-approved color proofs, please visit: [www.swop.org](http://www.swop.org)

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  3. Choose the issue: i.e. July 1, 2018

### Send Proofs to:

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Attn: Premedia

### Main Production Contact:

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## CUSTOM AD UNITS

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